Washington State Magazine’s combination of journalistic excellence and engaged readership offers exceptional advertising value as a regional university magazine.

Washington State Magazine is the window on Washington State University—around the state and around the world—for more than 150,000 well-educated, multinational readers.

We tell Washington State’s stories. No matter what the issue of the day, it becomes our story, through the eyes and work of our people. We are serious about giving our readers the best possible reporting on science and academe. But we also like humor and sports, good food and wine, great photography and thoughtful essays. We tell the stories of our readers themselves, our alumni, through lively profiles.

We are Washington State’s magazine. We are about people and place, about great ideas and the good things in life, about doing good in and making sense of a fascinating world.

contact: Lowell Ganin | c: 520-307-1759 | w: 206-717-5808 | lowell@everedify.com
average total circulation: \textbf{150,000}

QUARTERLY :: FULL COLOR :: 56 PAGES

ALSO DISTRIBUTED THROUGH ALASKA AIRLINES AND AMTRAK

circulation + distribution

A HIGHLY ACCLAIMED AND AWARD-WINNING
PUBLICATION that is eagerly anticipated by
graduates, donors, faculty, staff, and friends of
Washington State University.

circulation + distribution

classic color: 56 PAGES

ALSO DISTRIBUTED THROUGH ALASKA AIRLINES AND AMTRAK

circulation + distribution

commitment to sustainability

FSC® AND SFI® CERTIFICATION FROM A NORTHWEST PAPER MILL PARTICIPATING IN PROGRAMS WITH
THE ENERGY TRUST OF OREGON (ENERGY-EFFICIENCY) AND THE U.S. DEPARTMENT OF AGRICULTURE
(CONVERTING WASTEWATER RESIDUAL INTO A LIME SUBSTITUTE USED BY LOCAL FARMERS).

digital versions

WEB :: INTERACTIVE MAGAZINE :: E-NEWSLETTER :: VIDEOS :: PODCASTS
gender
Male: 51%
Female: 49%

age distribution
under 20: < 1% 21–25: 6% 26–30: 10%
31–40: 20% 41–50: 21% 51–60: 22%
61–70: 12% over 71: 9%

level of education (alumni)
Bachelor degree: 82%
Masters degree: 12%
Doctoral degree: 6%

market areas
Seattle/Tacoma/Olympia CSA: 35%
Portland (Vancouver) MSA: 11% (other Oregon: 1%)
Tri-Cities/central Washington: 10%
Spokane/Coeur d’Alene: 10% (and adjacent counties)
Pullman/Moscow: 6% (and adjacent counties)
N. California: 4% S. California: 4%
other Idaho: 2% NY/New England: 2%
Arizona: 2% Texas: 1% Washington DC: 1%
other US: 11% other int’l: < 1%
in season

Wild things
Jalapeños were the gateway (Peppers)
First you have to find them
New stars of the market shelf

sports

One kickin’ season
New coach, new era
“The Voice”
Cougar confidential
Guiding a transition game

alumni profiles

Rockin’ the stars
Stepping up her game
He got the call
Heaven so fine

places

BEING THERE
going virtually where you’ve never gone before

departments

in the Northwest
### Ad Sizes

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Width</th>
<th>Height</th>
</tr>
</thead>
<tbody>
<tr>
<td>Two-page spread (bleed)</td>
<td>16.75&quot;</td>
<td>10.75&quot;</td>
</tr>
<tr>
<td>Two-page spread (no bleed)</td>
<td>16.25&quot;</td>
<td>10.25&quot;</td>
</tr>
<tr>
<td>Full-page (bleed)</td>
<td>8.375&quot;</td>
<td>10.75&quot;</td>
</tr>
<tr>
<td>Full-page (no bleed)</td>
<td>7.625&quot;</td>
<td>10&quot;</td>
</tr>
<tr>
<td>2/3-page (bleed)</td>
<td>5.25&quot;</td>
<td>10.75&quot;</td>
</tr>
<tr>
<td>2/3-page (no bleed)</td>
<td>4.667&quot;</td>
<td>9.125&quot;</td>
</tr>
<tr>
<td>1/2-page (bleed)</td>
<td>8.375&quot;</td>
<td>5.25&quot;</td>
</tr>
<tr>
<td>1/2-page (no bleed)</td>
<td>7.125&quot;</td>
<td>4.5&quot;</td>
</tr>
<tr>
<td>1/3-page (no bleed)</td>
<td>4.667&quot;</td>
<td>4.5&quot;</td>
</tr>
<tr>
<td>Business card (no bleed)</td>
<td>2.125&quot;</td>
<td>3.5&quot;</td>
</tr>
</tbody>
</table>

**Bleed Specifications**: Bleed ad dimensions above DO NOT include an additional .125" on all sides (required) which is trimmed away during magazine construction.

**Ad Grid Margins**: All type and graphics should reside .75" in from the trim, or .875" in from the bleed.

**The business card ad has special specifications.**

### Artwork Specs

Ads may be created using Adobe InDesign, Illustrator or Photoshop; you can submit a press-ready PDF saved from these applications.

All artwork should be produced using CMYK color mode and the US WEB Coated (SWOP) v2 color setting. Images should be at least 300 pixels per inch (at actual size); line art at least 1200ppi. Spot colors should be converted to CMYK equivalents and fonts, whenever possible, converted to outlines.

Setup for the above applications as well as PDF conversion instructions may be found at magazine.wsu.edu/artwork. Washington State Magazine is not responsible for the quality of any printed ad that does not conform to these specifications.

**Submission Instructions**

Digital files may be submitted to the art director on a CD/DVD via FTP at filetransfer.wsu.edu (use jpxson@wsu.edu as the recipient’s name), or by email (under 10MB) to jpxson@wsu.edu. Please include all pertinent insertion and contact information along with payment.
ad rates

<table>
<thead>
<tr>
<th></th>
<th>1X</th>
<th>2X</th>
<th>3X</th>
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</thead>
<tbody>
<tr>
<td>two-page spread</td>
<td>$7,430</td>
<td>$7,060</td>
<td>$6,705</td>
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<tr>
<td>full-page</td>
<td>$4,150</td>
<td>$3,945</td>
<td>$3,745</td>
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<tr>
<td>2/3-page</td>
<td>$3,485</td>
<td>$3,310</td>
<td>$3,145</td>
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<tr>
<td>1/2-page</td>
<td>$2,655</td>
<td>$2,520</td>
<td>$2,395</td>
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<tr>
<td>1/3-page</td>
<td>$2,075</td>
<td>$1,970</td>
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<tr>
<td>business card</td>
<td>$500</td>
<td>$450</td>
<td>$400</td>
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</tbody>
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Payment is due with ad submission.

Cancellations must occur on or before the space close date to not risk forfeit.

rates + deadlines

Ads are placed at the discretion of the art department with attention to effectiveness and relationship to editorial and graphic content.

AVAILABE ON REQUEST
Inserts such as business reply cards, brochures and envelopes are priced separately from the above advertising rates.

advertising deadlines

<table>
<thead>
<tr>
<th>issue</th>
<th>space close</th>
<th>ad due</th>
</tr>
</thead>
<tbody>
<tr>
<td>November 2022 (Winter)</td>
<td>7/22/22</td>
<td>9/2/22</td>
</tr>
<tr>
<td>February 2023 (Spring)</td>
<td>10/21/22</td>
<td>12/2/22</td>
</tr>
<tr>
<td>May 2023 (Summer) - exclusive distribution</td>
<td>1/27/23</td>
<td>3/10/23</td>
</tr>
<tr>
<td>August 2023 (Fall)</td>
<td>4/21/23</td>
<td>6/2/23</td>
</tr>
</tbody>
</table>
kudos

From its very first issue, *Washington State Magazine* has consistently been recognized for excellence in writing, design, and photography by the Council for Advancement and Support of Education (CASE), an international organization that promotes excellence in educational advancement through alumni relations, communications, marketing, and fundraising.

MAGAZINE STAFF

*Editor:* Larry Clark ’94

*Associate Editor:* Adriana Janovich

*Art Director:* John Paxson

*Writers:* Rebecca Phillips,

Alysen Boston

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**ADVERTISING RESTRICTIONS**

*Washington State Magazine* reserves the right to refuse any ad not compatible with the mission of Washington State University or the magazine. *WSM* will not accept ads for:

- casinos, gambling, or other wagering companies, websites, or facilities
- websites or publications containing adult or pornographic content

Additionally, postal regulations prohibit *Washington State Magazine* from accepting *print advertising* for credit cards, insurance, or travel arrangements. This does not apply to web advertising.

**DELIVERY ADDRESS**

*Washington State Magazine* Advertising

Information Technology Building, Room 2013

Washington State University

PO Box 641227

Pullman, WA 99164-1227

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v8.2022